

S4 Table. Probability of smoking controlling for smoking of direct friends – probit average marginal effects.

	Tried 1996	1996	2002	2009	by 2009
Mean popularity of smokers	0.052*** (0.007)	0.007 (0.009)	0.028*** (0.008)	0.024*** (0.007)	0.037*** (0.009)
Mean popularity of non-smokers	-0.065*** (0.016)	-0.012 (0.009)	-0.031** (0.014)	-0.026 (0.019)	-0.053*** (0.019)
% Smokers	0.117 (0.104)	0.087 (0.069)	-0.156** (0.077)	-0.103 (0.102)	-0.237** (0.107)
% Direct friends smoking	0.117*** (0.024)	0.096*** (0.011)	0.113*** (0.020)	0.128*** (0.026)	0.172*** (0.036)

Regressions include school fixed effects. Standard errors clustered at the school level are shown in parenthesis. Peer smokers are those who smoke at least “once or twice a week” in 1995. Peer variables are at the grade level. Includes all covariates from S2 Table. *Significance at the 10% level; **Significance at the 5% level; ***Significance at the 1% level.